

## ORDER



**Orders**  
**Order / Rev:** 212703  
**Alt Order #:** 06860990  
**Product Desc:** 10/9-11/5 D.S.C.C. IE  
**Estimate:** 1139  
**Flight Dates:** 10/09/12 - 11/05/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/DSCC IE  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN3307/TO232

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	41	\$22,200.00	\$18,870.00
10/29/12	11/05/12	22	\$13,575.00	\$11,538.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$22,200.00	\$18,870.00	0.00
November 2012	22	\$13,575.00	\$11,538.75	0.00
<b>Totals</b>	<b>63</b>	<b>\$35,775.00</b>	<b>\$30,408.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WVBT	5%	\$35,775.00
Market	100%	\$715,500.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	28%	\$200,340.00
WGNT	3%	\$21,465.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$150,255.00
WTVZ	5%	\$35,775.00
WVEC	38%	\$271,890.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/09/12	10/12/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF - -	3		\$100.00	0.00							
E 2	WVBT	10/09/12	10/12/12		CM	4-5p	- TWTF - -	:30	3	\$200.00	P1	0.00	NM	3	\$600.00

Order / Rev: 212703  
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 Flight Dates: 10/09/12 - 11/05/12

Advertiser: POL/DSCC IE  
 Product Desc: 10/9-11/5 D.S.C.C. IE  
 Estimate: 1139

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p M-F 4-5p											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	3		\$200.00		0.00						
E 3	WVBT	10/09/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ ON TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$400.00		0.00						
E 4	WVBT	11/05/12	11/05/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				BONES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 5	WVBT	10/15/12	10/15/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				THE MOB DOCTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,000.00		0.00						
E 6	WVBT	10/10/12	10/10/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				THE X-FACTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$2,500.00		0.00						
E 7	WVBT	11/01/12	11/01/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				THE X-FACTOR RESULTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,500.00		0.00						
E 8	WVBT	10/09/12	10/12/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$1,200.00		0.00						
E 9	WVBT	10/13/12	11/03/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	4	\$4,000.00
				SATURDAY LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$1,000.00		0.00						
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00						
Week:		10/22/12	10/28/12	-----S-	1		\$1,000.00		0.00						
Week:		10/29/12	11/04/12	-----S-	1		\$1,000.00		0.00						
E 10	WVBT	10/15/12	11/02/12	M-F 10-11a Millionaire	CM	10-11a	MTWTF--	:30	3	\$100.00	P1	0.00	NM	9	\$900.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	3		\$100.00		0.00						
Week:		10/22/12	10/28/12	MTWTF--	3		\$100.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	3		\$100.00		0.00						
E 11	WVBT	11/05/12	11/05/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$100.00		0.00						
E 12	WVBT	10/15/12	11/02/12	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	:30	5	\$200.00	P1	0.00	NM	15	\$3,000.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$200.00		0.00						
Week:		10/22/12	10/28/12	MTWTF--	5		\$200.00		0.00						
Week:		10/29/12	11/04/12	MTWTF--	5		\$200.00		0.00						

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WVBT	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$200.00		0.00			
E 14	WVBT	10/15/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$400.00	P1	0.00	NM	9	\$3,600.00
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		3				\$400.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--		3				\$400.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--		3				\$400.00		0.00			
E 15	WVBT	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$400.00		0.00			
E 16	WVBT	10/15/12	11/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	:30	3	\$1,200.00	P1	0.00	NM	9	\$10,800.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		3				\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--		3				\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--		3				\$1,200.00		0.00			
E 17	WVBT	11/05/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
E 18	WVBT	11/05/12	11/05/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
THE DAILY BUZZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$75.00		0.00			
													Totals	63	\$35,775.00